FACSIMILE COVER SHEET

The Law Offices of

RECEIVED CENTRAL FAX CENTER

JUN 17 2008

STRAUB & POKOTYLO

788 Shrewsbury Ave. Tinton Falls, NJ 07724

Telephone: 732-936-1400 Facsimile: 732-936-1401 Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: June 17, 2008

Number of Pages Including Cover: 16

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure
 Statement (2 pgs.);
- 4) PTO/SB/08A (1 pg.); and
- 5) Reference AI (9 pgs.).

Attorney Docket No.: Google-47 (GP-108-00-US)

Appl. No.: 10/614,736

Applicant: Georges R. HARIK

Filed: June 30, 2003

Title: SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB

INFORMATION

TC/A.U.: 2168

Examiner: Debbie M. Le

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patents and Trademark Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

Signature 1/0 No

June 17, 2008

Date

Signature

RECEIVED JUN 17 2008

Please	type a	plus sign	ı (+)	inside (this bo	<>	H
--------	--------	-----------	-------	----------	---------	----	---

Modified PTO/SB/21 (08-00)
Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
as collection of intermatics and the second collection of the second collection.

Date June 17, 2008

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Application Number 10/614,736 **TRANSMITTAL** Filing Date June 30, 2003 **FORM** First Named Inventor Georges R. HARIK (to be used for all correspondence after initial filing) Group Art Unit 2168 Debbie M. Le Examiner Name Google-47 (GP-108-00-US) Attorney Docket Number Total Number of Pages in This Submission **ENCLOSURES** (check all that apply) After Allowance Communication Assignment Papers X Fee Transmittal Form (for an Application) to Group Appeal Communication to Board Fee Attached Drawing(s) of Appeals and Interferences Appeal Communication to Group Licensing-related Papers (Appeal Notice, Brief, Reply Brief) Amendment / Reply Proprietary Information After Final Petition Petition to Convert to a Status Letter Affidavits/declaration(s) Provisional Application Power of Attorney, Revocation Change of Correspondence Postcard Receipt **Extension of Time Request** Address Other Enclosure(s) (please Terminal Disclaimer identity below): **Express Abandonment Request** Request for Refund X Information Disclosure Statement CD, Number of CD(s) Certified Copy of Priority Document(s) Remarks Response to Missing Parts/ Response to Missing Parts under 37 CFR 1.52 or 1.53 SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm John C. Pokotylo (Reg. No. 36,242) Individual name Signature Date June 17, 2008 **CERTIFICATE OF FACSIMILE** I hereby certify that this correspondence is being facsimile transmitted to the United States Patents June 17, 2008 and Trademark Office on this date: Typed or printed name

Burden Hour Statement. This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

1-0 hotal

RECEIVED CENTRAL FAX CENTER

JUN 1 7 2008

2003/016

Modified PTO/SB/17 (01-03) Approved for use through 04/30/2003. OMB 0651-0032

U.S. Petent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

FEE TRANSMITTAL					Complete if Known							
					Application Number 10/614,736							
for EV 2007				· [Filing Date June), 2003			
for FY 2007 Effective 09/30/2007, Patent fees are subject to annual revision.					First Named Inventor Georg			s R. HARI	K			
					Examiner Name Debbi			M. Le				
Applicant claims small entity status. See 37 CFR 1.27					Art Unit . 2168							
TOTAL AMOUNT OF PAYMENT (\$) 180.00			ľ	Attorney Docket No. Googl				-47 (GP-1	08-00-US)			
METHOD OF PAYMENT (check all that apply)				FEE CALCULATION (continued)								
Check Credit card Order Other None				3. ADDITIONAL FEES Large Entity Small Entity								
➤ Deposit /	Account			Fee	Fee	Fee	Fee	Fee I	Description	·		
Deposit Account	50-1	1049	İ	Code	• •	Code			•		Fee Paid	
Number Deposit				1051		2051		Surcharge - lat	_			
Account	Stra	ub & Pokoty	lo	1052	50	2052	45	cover sheet	Surcharge - late provisional filling fee or cover sheet			
		is authorized to: (check all that apply) 1053 130 Non-English specification					——					
⊠Charge any u fee(s) indicaled	inderpayment of I below	⊠ Cred	it any overpayments	1	2,520	1812	•		for filing a request for ex parte reexamination Requesting publication of SIR prior to			
⊠Chárge any fe	ee(s) due in conne	ection with the fili	ng	1804	920*	1804	920*	Examiner action		prior to		
submitted herewith Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.				1805	1,840*	1805	1,840*	Examiner action	equesting publication of SIR after xaminer action			
	FEE ÇA	LCULATION		1251		2251	60	Extension for re			 	
1. BASIC F	ILING, SEAR	CH & EXAMI	NATION FEES	1252		2252	230	Extension for re				
Large Entity	Small Entity	ee Description	Fee Paid		1,050	2253	525	Extension for n			<u> </u>	
(\$)	(\$)	· Description	recruid		1,640	2254	820	Extension for n				
1030	515	Utility fee			2,230	2255	•	Extension for re	•	i monui		
440		Design fee		1401		2401		Notice of Appe			<u> </u>	
680		Plant fee	<u> </u>	1402		2402 2403		Filing a brief in Request for ora	• • •	appear		
1440	1	Reissue fee		1	1,030	1451		Petition to Inst	_	se proceeding	 	
210	ł ·	Provisional fee			510	2452	255	Petition to reviv	•			
	່ ຮບ	BTOTAL (1)	(\$) 0.00		1,540	2453	770	Petition to reviv				
2. EXTRA	CLAIM FEES	FOR UTILIT	Y AND REISSUE		1,440	2501	720	Utility issue fee	e (or reissue)			
		Extra Claims	Fee Paid		820	2502	410	Design issue	fee			
Total Claims Independent	-20**	- 🗀 x	=	1503	1,130	2503	565	Plant issue fe	θ			
Claims	-3*:	- L ×Ļ						Petitions to the C	Commissioner	– check fee sheel		
Multiple Depe	MOGIN	L	=	1807	7 50	1807	50	Processing fe	Processing fee under 37 CFR 1.17(c)			
Large Entity Fee Fee	Small Entity Fee Fee	Fee Descrip	tion	1806	180	1806	180		Submission of Information Disclosure Stmt			
Code (\$)	Code (\$)			8021	40	8021	40	Recording ear property (time			 	
1202 50		Claims in excess		1809	810	2809	405	Filing a subm	ission after fin		<u> </u>	
1201 210 1203 370		•	ms in excess of 3 ent claim, if not paid	1810	810	2810	405	(37 CFR 1.129(a)) For each additional invention to be				
1204 210	I .	'Reissue independ	lent claims	180		2801	405	examined (37	examined (37 CFR 1.129(b)) Request for Continued Examination (RCE)			
1205 50	2205 25		in excess of 20	180		1802	900	Request for expedited examination of a design application				
		and over origin		Othe	r fee (sp	ecify)		o. a sosign ap				
**or numbe	SUBT r previously paid, if	TOTAL (2) greater. For Reis	(\$) 0.00 sues, see above				Filing Fe	e Paid	SUBTOTAL	(3) (\$) 180.	00	
		g. sa.a., . 4. 1,010							(Complete /if			
Name (Print/Turn		C Pokotylo		. T	Registra	tion No.	36	.242		(Complete (if applicable) Telephone (732) 936-1400		
Name (Print/Type	v / - 10114	- PROLYIO	A ()	4-4-	/Attorney	Agent)	1 50,	,		I 1 . 17 2008		
Sionature		─ スペ ∧∕ヘ、.	T. LAZ//100	ハレ	•				Date	J 11, 20		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

RECEIVED CENTRAL FAX CENTER

JUN 17 2008

(37 CFR 1.129(a))

For each additional Invention to be

Request for expedited examination

Request for Continued Examination (RCE)

examined (37 CFR 1.129(b))

of a design application

Modified PTO/SB/17 (01-03)
Approved for use through 04/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Complete If Known FEE TRANSMITTAL 10/614,736 Application Number Filing Date June 30, 2003 for FY 2007 Georges R. HARIK First Named Inventor Effective 09/30/2007. Patent fees are subject to annual revision. Examiner Name Debbie M. Le Applicant claims small entity status. See 37 CFR 1.27 Art Unit 2168 Google-47 (GP-108-00-US) **TOTAL AMOUNT OF PAYMENT** (\$) 180.00Attorney Docket No. FEE CALCULATION (continued) METHOD OF PAYMENT (check all that apply) 3. ADDITIONAL FEES Money Order Other I None Check Credit card Large Entity | Small Entity Deposit Account: Fee Fee Fee Fee Fee Description Deposit Account (\$) Code Fee Paid Code 50-1049 Surcharge - late filing fee or oath 1051 130 2051 65 Number Surcharge - late provisional filing fee or 2052 Deposit 1052 50 25 Straub & Pokotylo cover sheet Name 1053 130 1053 130 Non-English specification The Commissioner is authorized to: (check all that apply) For filing a request for ex parte reexamination 1812 2,520 Charge any underpayment of Credit any overpayments 1812 2,520 fee(s) indicated below Requesting publication of SIR prior to 1804 9201 1804 920 Charge any fee(s) due in connection with the filing submitted herewith Requesting publication of SIR after ☑Charge fee(s) Indicated below, except for the filing fee in the 1805 1,840 1805 1.840 Examiner action to the above-identified deposit account. 2251 Extension for reply within first month 1251 120 60 FEE CALCULATION 1252 460 2252 230 Extension for reply within second month 1. BASIC FILING, SEARCH & EXAMINATION FEES 1253 1.050 Extension for reply within third month 2253 525 arge Entity Small Entity Fee Paid Fee Fee Description Extension for reply within fourth month 1254 1,640 2254 820 2255 1,115 Extension for reply within fifth month 1255 2.230 Utility fee 1030 515 Notice of Appeal 1401 510 2401 255 220 440 Design fee 2402 1402 255 Filing a brief in support of an appeal 510 680 340 Plant fee 2403 Request for oral hearing 1403 1.030 515 1440 720 Reissue fee Petition to institute a public use proceeding 1451 1.510 1451 1.510 210 105 Provisional fee 1452 510 2452 255 Petition to revive - unavoidable (\$) 0.00SUBTOTAL (1) 2453 770 Petition to revive - unintentional 1453 1,540 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE Utility issue fee (or reissue) 2501 720 1501 1,440 Fee from below Extra Claims Fee Paid 1502 820 2502 410 Design issue fee Total Claims -20** = 1503 1,130 2503 565 Plant Issue fee independent - 31 Petitions to the Commissioner - check fee sheet Claims
Multiple Dependent 1807 50 1807 50 Processing fee under 37 CFR 1.17(c) 180.00 Large Entity Small Entity Submission of Information Disclosure Strnt 1806 180 1806 180 Fee Description Recording each patent assignment per 8021 40 Code (S) Code (\$) 40 8021 property (times number of properties) Claims in excess of 20 2202 25 1202 50 Filing a submission after final rejection 2809 405 1809 810

** or number previo	SUBTOTAL (2) ously paid, if greater, For Relssues	Other fee (specify) * Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$) 180.00					
SUBMITTED BY			-		(Complete (if app	dicable)	
Name (Print/Type)	John C. Pokotylo	, 0, ,	Registration No. (Attorney/Agent)	36,242	relephone	32) 936-1400	
Signatura	(J. V. AGA (La hat	N /		Date	June 17, 2008	

810

1810 810

1801

1802 900

2810

2801

1802

405

405

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

Independent claims in excess of 3

"Reissue claims in excess of 20

"Reissue Independent claims

and over original patent

over original patent

Multiple dependent claim, if not paid

1201 210

1203

1204

1205 50

370

210

2201 105

2203 185

2204

105

25

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-47 (GP-108-00-US)

Applicant: Georges R. HARIK

Serial No.: 10/614,736

Filing Date: June 30, 2003

Title: SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB

INFORMATION

Examiner: Debbie M. Le

Group Art Unit: 2168

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

SIR:

INFORMATION DISCLOSURE STATEMENT

The applicant respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

The applicant reserves the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1), it should be considered under 37 C.F.R. § 1.97(d). The Patent Office is authorized to charge the

06/18/2008 VBUIII 00000003 501049 10614736

RECEIVED CENTRAL FAX CENTER JUN 1 7 2008

fee of \$180.00 due to obtain consideration of this Information Disclosure Statement to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal letter is submitted herewith to facilitate charging of the fee.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

June 17, 2008

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479 (732) 936-1400

STRAUB & POKOTYLO 788 Shrewsbury Ave. Tinton Falls, NJ 07724

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

Signature

June 17, 2008

Date